

**CANCER DETECTION PROGRAMS: EVERY WOMAN COUNTS**  
**MONTHLY REPORT**  
**AUGUST 2004**  
**STATISTICAL SUMMARY**

<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>
Total Calls	1498	100.0%
Women requesting breast check ups	851	56.8%
Women requesting breast and cervical check ups	107	7.1%
Women requesting cervical check ups	54	3.6%
Women with breast problems	300	20.0%

**How Found Out About CDP: EWC (All Callers)**

<b>Source</b>	<b>Frequency</b>	<b>Percent</b>
Relative/friend	166	11.1%
Health Professional	492	32.8%
TV	109	7.3%
Radio	37	2.5%
Magazine	16	1.1%
Newspaper	85	5.7%
Billboards	4	0.3%
Publications	114	7.6%
State Promotions (Longs, grocery bags)	10	0.7%
Other Print Promotions	63	4.2%
Organization/Community group	146	9.7%
Regional Promotions	2	0.1%
Styling for Life	3	0.2%
CIS	7	0.5%
Internet	49	3.3%
Other (direct mail, bus ads, phone books)	35	2.3%
I Just Know It	17	1.1%
Refused	1	0.1%
Don't Know	4	0.3%
Did not ask	131	8.7%
Total	1498	100.0%

**Demographics (All Callers except Professionals)**

<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>
High school education, or less	785	52.4%
More than a high school education	366	24.4%
American Indian or Alaska Native	41	2.7%
Asian	200	13.1%
Black/African American	72	4.7%
Hispanic/Latino	616	41.1%
Pacific Islander	28	1.8%
White	367	24.1%
Age less than 40	178	11.8%
Age 40 – 49	537	35.8%
Age 50 and over	459	30.6%

**Eligibility (All Callers Seeking Screening)**

<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>
Income equal or under 200% of poverty	801	79.0%
No Insurance	704	70.0%
Government insurance	61	6.0%
Cannot afford co-payment	56	6.0%
Eligible, seeking breast and/or cervical cancer screening, eligibility form sent	754	75.0%
Seeking breast and/or cervical cancer screening not eligible	253	25.0%
Eligible, seeking breast and/or cervical cancer screening but refused services	5	0.5%
Eligible, seeking breast and/or cervical cancer screening, no eligibility form sent	1	0.1%

**All Other Caller Types**

All callers not seeking screening (organizations health professionals, providers, etc.)	483	32.2%
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